VIRGINIA SLIMS

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Source: https://www.industrydocuments.ucsf.edu/docs/mtlm0004

VIRGINIA SLIMS
DIRECT ACTIVITY

Leo Burnett Co.
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Great Direct Creative Idea

'97 "Woman Thing Music" - YAF Version (April)

Background

- Dimensionalize Slims
- Build brand recognition and awareness
- Reinforce Slims' platform of celebrating women's achievements

Objectives

- Generate interest and awareness
- Incent trial/repeat purchase
- Capture "YAF" new names

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Execution

- Appeal to "YAFs" with Free CD
- Build brand awareness/appeal with rich coupon offers
- Generate RAF survey pass along

Audience Selection

- Key Competitive "Herd" (Camel, Newport, Salem) smokers
  - Female, 25-29, 100s, 120s or unknown length smokers

Why is it Great?

- Contemporary, "hip"
- Relevant
- Campaign/Program attitude
- Rewards
- Incents
- Entices

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